

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 4/10/2018

GAIN Report Number:

United Arab Emirates

Post: Dubai

USA Pavilion Improved Look at Gulfood 2018

Report Categories:

Trade Show Evaluation

Approved By:

Kurt Seifarth

Prepared By:

Fayrouz Zghoul

Report Highlights:

Out of a total 167 U.S. exhibitors at Gulfood, 161 reported a total of \$81 million in on-site sales with a projected \$422 million over the next 12 months as a result of their participation in the event. The USA Pavilion was comprised of 167 U.S. companies, with nearly 20 percent exhibiting for the first time. Additionally, the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) recruited 40 potential food and beverage buyers from Africa, South Asia and the Middle East to meet with U.S. exporters during the event. This year's opening of the USA Pavilion was led by USDA's Under Secretary for Trade and Foreign Agricultural Affairs, Ted McKinney.

Executive Summary:

Dubai's Gulfood 2018, the largest annual food and beverage marketing event in the world, hosted more than 5,000 exhibitors from 120 countries occupying 120,000 square meters. Approximately 98,000 people were in attendance from over 193 countries, an increase of over six percent from 2017, drawing visitors and participants from across the globe to witness the new trends in food products.

Gulfood 2018 featured many of the big names in food and beverage production and trade with dedicated halls organized by sectors such as: Beverages, Dairy, Fats & Oils, Health, Wellness & Free From, Pulses, Grains & Cereals, Meat & Poultry, World Food, and Power Brands. For more details on these industry sectors, please click [here](#).

This year's USA Pavilion measured 2230 square feet and housed 167 U.S. exhibitors who showcased more than 4,000 new items from their product lines. Based on evaluations received from 161 U.S. exhibitors, 18 percent of the U.S. companies in attendance were first-time participants in the show, and 46 percent were small companies with under 100 employees. Many exhibitors expressed satisfaction with the new design of the USA Pavilion and praised the quantity and quality of the buyers in attendance.

161 U.S. exhibitors reported on-site sales of \$81 million, with a projected \$422 million over the next year. This success is a testament to the strong demand for U.S. agricultural products from consumers across the globe. Some of this year's most popular and innovative U.S. products were flavored frozen yogurt, gold-plated cardamom, green chickpea humus, and Cajun flavored venison sticks with the always popular tree nuts, dairy, chicken leg quarters and popcorn being heavily sought after.

The U.S. Pavilion welcomed USDA's Under Secretary for Trade and Foreign Agricultural Affairs, Ted McKinney to inaugurate the event and discuss with U.S. exhibitors some of the opportunities and challenges for expanding exports of their products in overseas markets. Additionally, Under Secretary McKinney participated in Gulfood's live cooking demonstration session sponsored by the U.S. Meat Federation, U.S. Poultry and Eggs Export Council, and the U.S. Dairy Export Council at the Salon Culinaire as well as provided the keynote address during the U.S. Exhibitor Gulfood dinner.

This year Gulfood introduced two new show areas: the Newcomers Area, a pavilion dedicated to Food and Beverage companies exploring business in the Middle East & North Africa region, and the Discover Zone, an interactive gallery designed to showcase recently-launched products by Gulfood exhibitors. Like last year, the Gulfood program included a Gulfood Innovation Awards, Salon Culinaire, and Halal World Food Forum. Additionally, U.S. meat, poultry, and dairy took centerstage within the Salon Culinaire which featured educational seminars and chef competitions with U.S. ingredients.

OAA Dubai staff, in conjunction with 15 FAS overseas offices, organized 40 foreign buyers from across Africa, South Asia and the Middle East for business-to-business meetings with U.S. exhibitors participating in Gulfood. Furthermore, to provide a better understanding of the regional market, OAA Dubai conducted a market briefing for U.S. exhibitors and managed a FAS information booth to facilitate a connection between U.S. exhibitors, foreign buyers, and local importers.

General Information:

I. STATISTICAL SUMMARY

A. Profile of Visitors

1. Total number of show visitors: **98,000**
2. Estimated number of trade visitors (identify by type of business, if possible): **98,000** (All show visitors were identified as trade visitors, as the general public was not allowed to the show).
3. Percentage of foreign (third country) visitors (if applicable): **70%**
4. Estimated number of visitors to U.S. Pavilion: **35,000**
5. Number of serious trade contacts made by U.S. companies **4000**

B. Profile of U.S. Pavilion

1. Size in square meters: **2,230**
2. Number of U.S. booths: **223**
3. Number of guests at U.S. trade reception, if held: **275**
4. Number of U.S. exhibitors (firms, trade associations, and Departments of Agriculture): **169**
including 27 new to market, 10 new to export, 71 companies under 50 employees

C. Product/Sales Information

1. Number of new products test-marketed (approximately): **Over 4000 products**
2. Products that generated the most buyer interest:
A Variety of products: flavored frozen yogurt, gold-plated cardamom, green chickpea humus, and Cajun flavored venison sticks, tree nuts, dairy, chicken leg quarters, popcorn, sauces, condiments, snack food.
3. Total estimated on-site sales \$81 million
4. Total projected 12-month sales resulting from show \$422 million.

D. Show Expenses

1. U.S. Pavilion
 - a. Space Rental \$ N/A
 - b. Design \$ N/A
 - c. Construction \$ N/A
2. Public Relations \$ N/A
3. Catalog \$ N/A
4. Reception(s) and Seminar(s) \$ N/A
5. Customs Clearance \$ N/A
6. Other \$ N/A
7. Total Expenses (aggregate of items 1-6) \$ N/A

E. Exhibitor Expenses and Revenues

1. Participation fees/direct payments
 - a. Average cost per firm \$ N/A
 - b. Total for all firms \$ N/A
2. Total exhibitor expenses (aggregate of items 1b + 2b) \$ N/A
3. Revenues
 - a. Average per firm \$ N/A
 - b. Total for all firms \$ N/A

II. FAS FIELD EVALUATION

A. Show Objectives:

FAS objectives in the event were as follows:

1. Present U.S. suppliers and U.S. agricultural products to as many food buyers as possible with an ultimate goal to increase the U.S. market share of food and beverages imported into the UAE and other GCC and Middle East countries.
2. Maintain a robust market presence by helping to strengthen trade connections between U.S. food suppliers and GCC food importers.
3. Increase importers' awareness of the wide range of U.S. food products.
4. Increase U.S. food exporters' awareness of market opportunities in the Gulf region and surrounding markets.
5. Work closely with other FAS overseas offices, particularly in Asia and Africa, to recruit food importers to attend Gulfood and meet directly with U.S. food suppliers to develop trade partnerships.

B. Show's Success in Achieving the Objectives (report relevant evidence):

This year, the USA Pavilion housed 167 U.S. exhibitors who showcased more than a thousand new items from their product lines. Based on the evaluations of the 154 U.S. exhibitors, 18 percent of the U.S. companies in attendance were first-time participants in the show despite socio-political uncertainties in the region.

This year's Gulfood success is illustrated through the following figures provided by U.S. exhibitors:

- On-site sales: \$81 million
- Projected sales over the next 12 months: \$422 million.
- Serious trade contacts made: 4000

C. Show Highlights (mention any special features or events):

- USA Pavilion assistants hired to provide U.S. exhibitors with market information and logistical support.
- The World Trade Center help desk on-site at the USA Pavilion helped solve problems with booth maintenance and technical troubleshooting.
- The Hosted Buyers Program
- Salon Culinaire
- Newcomers Area and the Discover Zone
- Gulfood Innovation Awards
- Halal World Food Forum

D. Suggestions for Improving Future Shows:

- Most of the U.S. exhibitors appreciated the location and new design of the USA Pavilion. However, it was suggested to improve the air flow and use LED bulbs.
- Begin registration process much earlier in the year.
- Improve wifi and internet service.
- Improve security after hours and during the show

- More transparent booth allocation and sizing process for U.S. exhibitors.
- Better communication, customer service, and pre-show planning by the show organizer
- Provide on-site chilled/frozen storage

E. Suggestions for Improving FAS/W Management or Support of Show:
No suggestions provided.

F. Exhibitor Problems:
None reported.

G. Public Relations/Advertising:

The show was publicized on major local events and promotions websites such as Dubai Calendar and Dubai Tourism. OAA Dubai worked closely with the Public Affairs Office (PAO) at the U.S. Consulate General in Dubai and well as FAS/Washington to cover the activities at Gulfood through their social media channels, local newspapers, and magazines. Under Secretary Ted McKinney was interviewed by Gulf News and other local media channels. Sample from the press:

<http://gulfnews.com/business/economy/usda-looking-to-make-trade-a-two-way-street-with-the-middle-east-1.2176209>

<http://wam.ae/en/details/1395302668782>

To view videos and photos from the Gulfood 2018 trade show please visit the U.S. Consulate General Dubai [Facebook](#)

H. Photographs:



Ted McKinney, US Under Secretary for Trade and Foreign Agricultural Affairs, FAS Dubai, U.S. Exhibitors at USA Pavilion Official Opening



Ted McKinney, US Under Secretary for Trade and Foreign Agricultural Affairs with Chef Uwe and Chef Mark Todd in Live Cooking Demonstration at Taste of USA Stand at Salon Culinaire



Ted McKinney, US Under Secretary for Trade and Foreign Agricultural Affairs with USAPEEC and American Egg Board members at the Salon Culinaire



Ted McKinney US Under Secretary for Trade and Foreign Agricultural Affairs with FAS hosted buyers delegation from Morocco